

**Opening Remarks**  
**Chargé Sandra Clark**  
**USDA American Food Promotion Dinner**  
**Alkimia Restaurant, Dakar**  
**Tuesday, August 12, 2014**

*(As prepared)*

Honored guests from the hotel, restaurant and retail sectors,  
Government officials, and  
Representatives of USDA supported NGOs,  
*Chers invités,*

I warmly welcome all of you to the U.S. Department of Agriculture's American Food Promotion dinner.

USDA in Dakar first held a menu promotion for U.S. beef at the *Radisson Hotel* in 2011. As a result, *Poultrade* imported the first commercial shipment of American beef to West Africa. The following year, USDA brought an expert butcher from France to demonstrate different cuts of American beef.

This year, we are celebrating the excellent quality and taste of delicious American ribeye with you! Tonight, we are also featuring American sauces, salad dressings, desserts, teas and coffees.

While tonight we celebrate American foods, USDA is charged with promoting American food and agriculture in seven West African countries. In Senegal, it also supports the shipment of American food that Counterpart International (CPI) distributes, providing millions of meals to children in Matam. It funds the International and Relief and Development (IRD) program to help farmers grow and market cashews better. It also funds the Cooperative League of the United States of America (CLUSA) to help Senegalese farmers improve their farming and marketing of millet. Through Shelter for Life (SFL), USDA is renovating secondary roads in the Casamance so farmers can reach fields more easily to bring products to market.

Perhaps some of you have taken part in technical training both here and in the United States in agriculture-related fields which USDA funds.

Thank you for being here tonight, and for letting me take a few minutes to discuss all of the various activities that our USDA office is involved in. They are doing great work on the continent, and I am really pleased with the relationships they have formed with you.

Now let us enjoy our time together, enjoying American beef, in good conversation.

And now, I will pass the microphone over to Mr. Fouad Hoballah who will say a few words on behalf of *Poultrade* about American beef.